



SECTION 6 UP

BRANCH

ISSUE02

A LEEDSBID
PUBLICATION

FREE

WELCOME TO BRANCH

Branch is a new publication brought to you by Leeds Business Improvement District (LeedsBID) to keep the city's business community informed about our investments in helping to make Leeds a great place to live, work and play. Our aim is to encourage people to branch out to explore and experience what is on offer to them in the city.

Enjoy reading this second issue.

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GETTING OUT OF THE OFFICE WITH NEW WAYS TO NETWORK

ALTERNATE
NETWORKING
IN THE CITY

Networking is an everyday and essential part of doing business in the city.

That all-important interaction with professional contacts to establish business relationships, seek out opportunities, share information and (sometimes!) best practice, and to look for potential partners for collaboration.

Traditionally there are business breakfasts, lunch seminars, or after work get-togethers, often hosted in a workplace environment or as part of a meeting set up.

But LeedsBID is inviting people to get out of the office and their comfort zones to try some alternative ways to network in the city centre.

Vicki Freestone, Business Executive at LeedsBID and self-confessed serial networker, explained:

"Part of LeedsBID's role is to listen to the city's Business Voice and to respond to those needs and aspirations which can contribute to the greater good of the city."

"Networking is essential for making those all-important connections, broadening mindset and can change how people do business. It is also critical to personal career progression, with studies revealing that networking is one of

the top three drivers for promotion, along with risk-taking and critical job assignments".

"But it can be a little hit and miss across the city as to whether people can access good networking opportunities or get the chance to network across sectors," Vicki said.

"Here at LeedsBID we are partnering up with others to develop regular innovative networking opportunities tailored to the business community, bringing people and sectors of the city together to work and play (a little!)."



Try Sweatworking

In collaboration with new boutique fitness gym TRIB3, LeedsBID is offering employees of its levy paying businesses the chance to experience a more active approach to networking in the form of Sweatworking.

The event, running every Wednesday evening, involves a 45 minute, high-intensity interval fitness class followed by the opportunity to network with other business professionals over nutrient-packed post-workout refreshments.

"LeedsBID is focused on bringing additionality to its businesses and workers in the BID area, and Sweatworking achieves this by making exercise and networking more affordable, accessible and engaging," said LeedsBID's Joe Lawson.

TRIB3 is a new boutique fitness club based on Wellington Street in the heart of the West End, and as Program Director Leigh Sanders explains:

"We offer an experience unrivalled by any other fitness club with industrial chic interiors, luxe changing rooms with drench showers and complimentary amenities, a club-like studio led by the best instructors in Yorkshire, with a Mixology Bar serving up delicious handmade shakes to go."

"We have launched Sweatworking with the support of LeedsBID to provide an opportunity for the time sensitive to train at the No1 Fitness club in the UK and combine informal networking with other business leaders in Leeds."

Feedback on Sweatworking has been impressive, with TRIB3 and LeedsBID looking at ways to make it bigger and better in 2018.

Emma Gough, Conference & Events Executive at Well Met Conferencing, Leeds Beckett University, is one such fan.

"I love that LeedsBID has started Sweatworking, it really gets my heart rate going and although it's tough, you leave the session wanting more. Being located in the city centre, TRIB3 is in an ideal location with Sweatworking timed perfectly for when I finish work!"

"You're also meeting and working out with like-minded people in the city but in the comfort of the darkened room!"

For information on Sweatworking go to: www.leedsbid.co.uk/sweatworking



BBBIG IDEAS

2018 sees the launch of a brand-new networking initiative that is set to disrupt the business world.

Imagine taking the enthusiasm of a speaker at one with their subject matter and then channelling that enthusiasm into a five-minute slot, with a number of similar speakers on the same bill. The result is Bettakultcha - an amazing cabaret of ideas and personalities.

Bettakultcha is an open forum for inventiveness and fun with presentations by passionate people about things they love, hate and find interesting. There's no censorship, rehearsals or reruns. Every speaker must meet just three rules: 20 slides - 15 seconds each slide - no sales pitches. The introduction from one speaker to the next is a seamless process, led by a compère who is an expert in presentation skills, resulting in an entertainment event that rivals many a theatre production.

And now LeedsBID and Bettakultcha are collaborating to deliver a programme of mini business breakfast, lunch and after work events in 2018. Free to LeedsBID levy payers, the year's programme of events held every other month will bring together Leeds-based businesses, enabling the exchange of ideas and information and kickstarting new relationships.

The plan is to provide levy payers with the opportunity to become one of the individuals appearing alongside some of the fantastic speakers from the Bettakultcha

pool of presenters, who will talk about a variety of business themes.

"In a business environment, Bettakultcha can transform the typical conference or seminar event from a formal affair to one of genuine passion and enthusiasm, with active involvement and engagement from all," said Ivor Tymchak, Bettakultcha CEO.

"Business owners will get a much more realistic perspective on what customers are thinking about the city centre through these lightning talks than through any other means currently available to them. They will also learn what makes a good presentation from watching some of the best speakers in the Leeds district."

For those of a curious nature or with a burning issue to discuss, then the opportunity is there.

The first Bettakultcha for Business launched in January 2018 to an eager audience, entertained by four diverse speakers who took a look at "Consumerism".

"Where was BID Bettakultcha in all those awkward networking events of my past?" said attendee Simon McCaskill, Digital Skills Trainer for Leeds Boost. "A fantastic concept that really brings a topic to life. Looking forward to the next one."

For further information, to attend or to offer your services as a presenter, please contact: joe.lawson@leedsbid.co.uk

Future BBBIG IDEAS dates and themes for the diary are:

27/03/2018
Breakfast
Identity

09/05/2018
After work
Innovation or
Enslavement?

24/07/2018
Lunch
Transport

27/07/2018
After work
Ethics

28/11/2018
Breakfast
Disconnected

BID
BETTAKULTCHA
& BIG IDEAS



BBB- BIG IDEAS

20 SLIDES
5 MINUTES
4 SPEAKERS
∞ DEBATE

#BBBIGIDEAS

09/05/2018
AFTER WORK
THÈME:
**INNOVATION OR
ENSLAVEMENT**

24/07/2018
LUNCH SLOT
THEME:
TRANSPORT

25/01/2018
SOLD OUT
CONSUMERISM

27/09/2018
LUNCH SLOT
THEME:
ETHICS

27/03/2018
BREAKFAST
THEME:
IDENTITY

28/11/2018
BREAKFAST
THEME:
COMMUNICATION

ENGINEERING
DEBATE, VISION
AND PASSION
FOR LEEDS



BettaKultcha

For more
information or to
get tickets for an
event please visit:

bettakultcha.com

AN ACTIVE LUNCH

Lunchtime doesn't have to be about eating ham sandwiches in the office and talking about the last episode of Strictly, and here's why...

More and more businesses are realising the unlocked potential of the lunch hour in Leeds, and offering alternative opportunities to those that want liberation from their desk!

Get Stretching

Why not try a Yoga Class to give your day a zing or pep you up at lunch. Leeds Yoga has opened a new studio at Park Place (LS1 2SP) in the heart of the business and legal district. With morning, lunchtime, and after-work classes, you can fit Yoga into your day: www.leedsyoga.com/classes

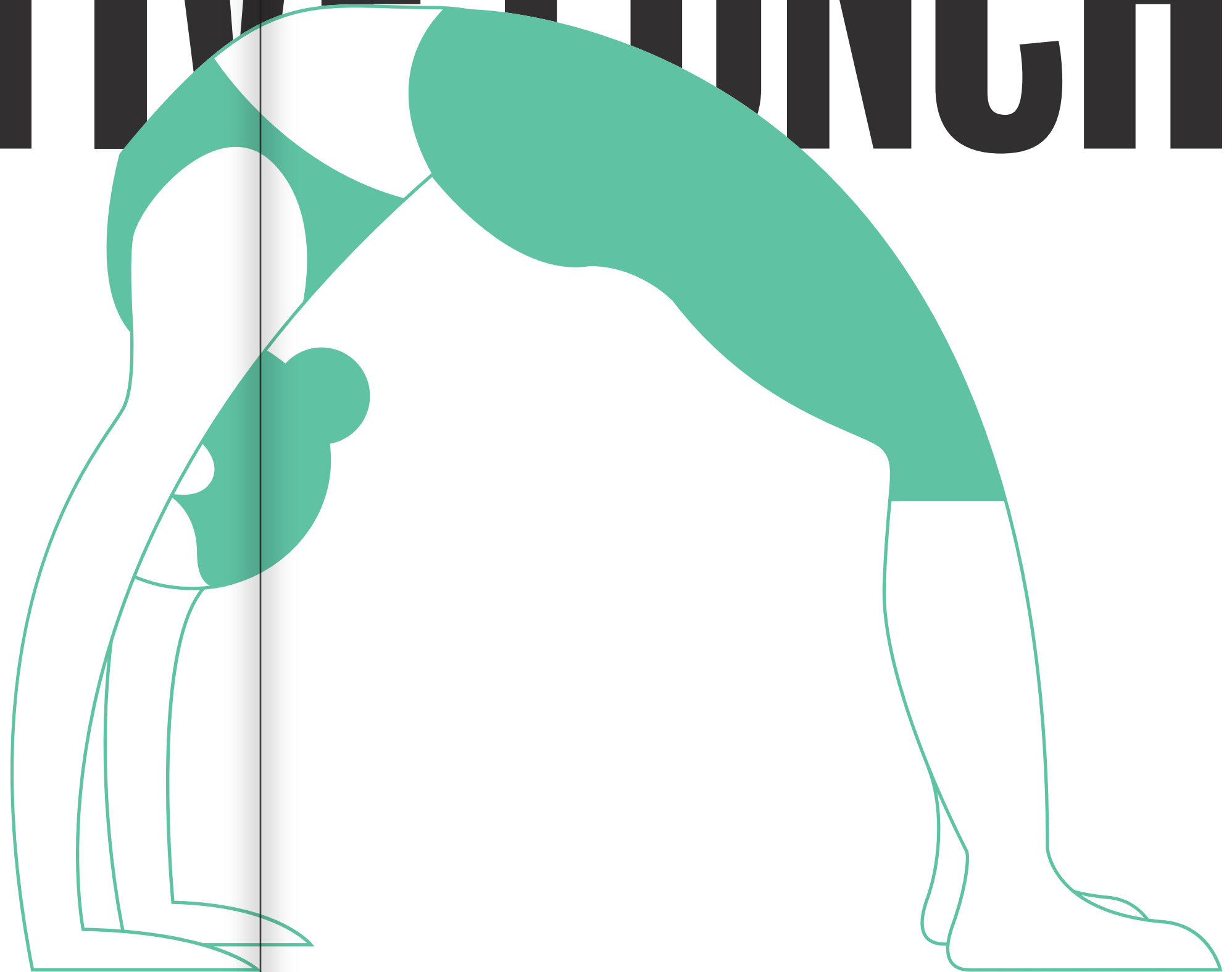
In the town centre, you can try 'No Stress Lunchtimes' at Leeds City Museum with a gentle yoga session in the Museum's awesome Broderick Hall, leaving you better able to face life's little challenges: www.lucyoga.co.uk/classes

Belgrave Music Hall & Canteen offer 'Yoga Convert' sessions, an alternative for those less adept at the

Downward Dog! The free session every Thursday starts at 12pm: www.belgravemusichall.com/events

Sweaty Betty's active-wear clothing in the Victoria Quarter offer Yoga classes as part of their holistic package. These free in-store sessions last for 45 minutes check www.sweatybetty.com/boutique/leeds for the next sessions.

Alongside Yoga classes, you could also opt for a mind-stretch with a lunchtime meditation session to help you refocus. Visit the JAMYANG Buddhist Centre Leeds: www.jamyangleeds.co.uk



Get Musical

See musicians of the future by visiting one of the country's top conservatoires. The calibre of Leeds College of Music student is exceptional; for information about lunchtime performances, workshops, and recitals, see: www.lcm.ac.uk/whats-on

Leeds Town Hall has weekly free organ recitals (Monday, 1pm) performed by outstanding visiting organists from cathedrals, churches and concert halls at home and abroad. These free events have become an institution since the Town Hall instrument was restored in the early 1970s. No booking required.

Lunchtime recitals also take place in city centre churches including: Mill Hill Unitarian Chapel, Leeds Parish Church, Leeds Cathedral, Holy Trinity on Boar Lane, and the redundant seventeenth century Church of St John in New Briggate. Check individual websites for details.

Get Learning

'Lunchtime Talk Series' is a collaboration between Leeds City Council, the Central Library, and Leeds University Library Special Collections. Free monthly talks in central locations explore topics delivered by researchers and staff. The Royal Armouries series are talks given by Senior Curators. See 'Leeds Lunchtime Talks,' on Eventbrite.

Elsewhere, 'Leeds Cultural Conversations' is a series of monthly lunchtime talks organised by the Centre for Culture & the Arts in partnership with Leeds City Council and support from Palgrave Macmillan. The talks showcase research by academic staff on topics as varied as women's writing to the history of asbestos! See www.leedsbeckett.ac.uk and search for 'Leeds Cultural Conversations.'

For the techie-fans amongst us, ODI Leeds (Open Data Institute) host free Friday Lunchtime Lectures and Data Drop-In Sessions at their site on Duke Street (LS9). You take your lunch, and they provide refreshments, networking, and enough time to get back to your desk. The lectures do not require specialist knowledge, but are focused on the impact of 'open data.' <http://leeds.theodi.org>

Get Support

Leeds Bereavement Forum run a free monthly lunchtime Special Interest Group talk covering different issues surrounding death and loss. Speakers cover a variety of subjects such as public grieving, tissue donation and remembrance. Talks take place at Oxford Place Centre (LS1 3AX), 12-1pm: www.lbforum.org.uk

Get Cycling

From the Tour de Yorkshire to the HSBC UK City Ride, Leeds has become a hub for the cycling enthusiast. The Yorkshire Mafia has set up their own cycling club that welcomes cyclists of any ability to come along and have some fun! www.theyorkshiremafia.com/events

Get Running

The Leeds Girls Can Run group meet every Monday at 12.45pm outside Starbucks on Wellington Street, with new female runners welcome at all levels. If you're more experienced, the Wharf Runners mixed group meet at 6.30pm at Wharf Chambers on Monday nights for a 5-10k run in the city.

'See musicians of the future by visiting one of the country's top conservatoires. The calibre of Leeds College of Music student is exceptional'



Leeds, are you hungry?

7 days | 70+ restaurants | £10 or £15 menus

EAT LEEDS

RESTAURANT WEEK

19-25 February 2018



Download your voucher

www.eatleeds.co.uk

7 days | 70+ restaurants | £10 or £15 menus

 @eat_leeds  @eatleeds  @eat.leeds

EAT LEEDS RESTAURANT WEEK:
19TH – 25TH FEBRUARY 2018

RESTAURANT WEEK BACK ON THE MENU AGAIN

Take the chance to sample the city's vast array of eating establishments as Eat Leeds Restaurant Week is back on the menu for 2018.

With 100 restaurants signed up, it's time to plan your week and get saving as you explore the city's buzzing food scene which offers something for all tastes - from Italian, Mexican, Thai, Indian, Greek and Japanese to classic British cooking, from brunch to after work nibbles.

From 19th-25th February 2018, Leeds is celebrating all it serves up by giving diners the chance to sample what's on offer, with a side order of savings. Specially crafted menus, offering 2 or 3 courses for the cost of either £10 or £15 are available at venues throughout the city centre, and a little further afield.

New for the second Eat Leeds Restaurant Week are 'Exclusively Eat Leeds' fine-dining

experiences, with several restaurants, including Crafthouse and Issho, offering a limited-edition menu for £30 a head. Including wine pairings and 6 course tasting menus, it's set to be one of the event's highlights.

Enjoy old favourites or sample something completely new, the week caters for all tastes. Choose from last year's favourites including Zaap, Aagrah, Iberica, Hansa's and Red's True Barbecue to some of city's most recent newcomers such as Cosy Club, Smokin Bar & Kitchen and Greek Street's latest addition, Neighbourhood.

Over 9,000 diners enjoyed a meal out during the first ever Eat Leeds Restaurant Week in August 2017, launched by Leeds Business Improvement District, with over 70% of diners taking the opportunity to discover a restaurant they had never visited before. Cantina, the city's first vegan restaurant, celebrated its

busiest day on record and even stayed open after hours to cater for happy customers.

Eat Leeds is funded and run by LeedsBID, bringing together key restaurants, cafes and bars within the city of Leeds to build upon the already impressive dining offer and standards. It is one of a number of projects and initiatives supported by the BID to help enhance the city's strong food and drink offer, including Leeds Indie Food festival and the IFDA (Independent Food and Drink Academy), providing targeted support for this growing sector while also working to bring businesses and the city centre direct economic benefits.

Andrew Cooper, Chief Executive at LeedsBID said: "Eat Leeds Restaurant Week showcases the city's fantastic food offer from cafes, high street names, independents and premium dining - all of which contribute to the overall experience. We want to encourage people to eat out in Leeds and sample all that is available."

Start planning your dining experience at www.eatleeds.co.uk detailing all restaurants taking part in Eat Leeds Restaurant Week and the special menus on offer. To make a booking, download a voucher online and contact the restaurant of choice directly to pre-book a table.

IN CONVERSATION WITH

Paul Ellison, Managing Director of Yorkshire Design Group, chats to LeedsBID's Head of Place, Karen Butler, about the aspirations for the public realm in Leeds – improving public spaces to help invigorate the city.



Left
Karen Butler &
Paul Ellison

Right
Sculptural
seating
The Calls



Several new projects are on the horizon. Next year, a 'parklet' will be brought to life for six months over the summer. This is a San-Francisco inspired initiative where urban highway space is transformed into a park or social space. LeedsBID along with Leeds City Council have supported the project, and two former parking bays will be transformed with modular installations created and designed by Leeds College of Building students. Watch out for the artistic transformation of doorways and entrances around The Calls coming soon too!

It is not just Yorkshire Design Group that has instigated change, however. Last summer, the Bond Court Owners and Occupiers Association approached LeedsBID to help enliven their outdoor space, with ideas of what they wanted to achieve to make the area better utilised. The result was their very own Wimbledon fortnight with screening of all the action from SW19 as also happened in Wellington Place. Similarly, Park Square and Sovereign Square were brought to life with deck chairs and pop-up musical performances.

The detailed knowledge that these businesses have of their own area has been instrumental in making marked and positive changes to the local environment. And long may it continue.

If your business knows of a forgotten city space which has the potential for transformation, please contact enquiry@leedsbid.co.uk to discuss collaborative opportunities.

As soon as Paul arrives, he's engrossed in conversation with Karen about exciting new opportunities on the horizon in Leeds. Both have their ears to the ground and know the city inside out.

The latest opportunity? The possibility of doing something arty in a soon-to-be dry canal lock, of all places! It would seem there are no boundaries of how public spaces can be transformed to energise an environment.

"Our agenda as property developers is not just about commercial buildings; it's as much about the surroundings that take us on our journeys between places," says Paul.

"We have several offices around The Calls, and our organisation - founded 25 years ago

- was one of the first to see the potential of regenerating the waterfront area of Leeds. Now, this development is very sought after, but investing in this part of the city in the 80s was very risky.

"Even after development happened and walkways were installed through the 90s, it was still referred to in the press as a 'bridge to nowhere.' It took some real entrepreneurial spirit to see its potential. Although there were cobbled streets, old brick buildings, and iconic waterways, it was originally quite a harsh environment with few public spaces."

"Over time, we have helped to change this. Our motivation is to create outdoor spaces that foster collaboration, enjoyment, and interaction. There's a real community growing

now around The Calls, not just between our tenants in different neighbouring buildings, but in the wider area.

"This 'public realm' work has helped to reinvigorate an important gateway to and from the city for local residents and new visitors being welcomed to Leeds. This is where we have a synergy with the LeedsBID agenda to transform public spaces."

Karen interjects, "Yorkshire Design Group are quite unusual as a home-grown company; they have a civic sensibility and take pride in investing back into the city to benefit everybody. They understand that 'a rising tide floats all boats!' Investing in places makes sense - for belonging, for a difference, and for enjoyment."

Yorkshire Design Group have been working with LeedsBID since its inception on a variety of innovative projects which aim to bring underutilised and unloved public spaces to life, via seating, planting, public art, and creative lighting.

"LeedsBID has been a catalyst for making things happen and providing a delivery mechanism that was previously missing," continues Paul.

Last year, 75% of the LeedsBID levy was reinvested back in the city area, with visible results delivered within a short timeframe. One such investment was in a public art piece called 'Duet.' An app, an interactive web platform, and a series of outdoor public artworks and LED panels on walls, relay messages to and from partners in India.

The installation of permanent sculptural seating by a Danish street-furniture company has also seen The Calls area transformed. The playful, green shapes are "small interventions that make a big difference" according to Karen. "There is no set formula, but animating forgotten space - from changes to lighting, seating, performance, colour, or fun elements - can make a place massively more inviting to pause, dwell, and play."

Paul smiles as he recounts that every day now, at the same time each afternoon, he sees students linger, socialise, and clamber on the green installations, bringing them to life. As the future of the waterfront area in Leeds becomes ever more important with South Bank developments, both Karen and Paul know there is huge scope for further developments.



A Leeds landmark reinvented as a new high-profile business hub in the city has officially opened its doors.

After complete redevelopment, the former City House above Leeds train station has been transformed into Platform, a new space for collaboration and connectivity.

Platform is one of the latest workspaces to hit Leeds, but is one that stands out from the crowd. Businesses of all shapes and sizes can benefit from its workspaces, with a distinctive, collaborative coworking environment alongside serviced offices and full floor plates for larger companies

With a shared lounge, open-plan kitchen, complimentary tea and freshly-ground coffee, open-air roof terrace, superfast internet, and a whole host of breakout spaces, Platform sounds more like a boutique hotel than work space to rent!

Yet this is what makes Platform stand apart – alongside housing the UK's tallest piece of street art "Athena Rising" by Nomad Clan down the full length of its east elevation.

Bruntwood – the property company behind the project – has the core objective of creating an energising community for businesses. Fundamental principles of the design and development of Platform were creativity, collaboration and social interaction.

STANDING **OUT** IN THE CITY

'Platform aims to nurture entrepreneurs, tech start-ups, and growing businesses alike. In total, the development has 42 all-inclusive studio spaces for between two and 12 people, and a wing of co-working as well as large offices and full floors.'

Craig Burrow, Director for Leeds at Bruntwood, said:

"We are delighted to have Platform open for business. The community is growing each week with new businesses moving in and making the space their own. We are now looking forward to the official opening of our tech incubator in early 2018."

"Working with Leeds Business Improvement District (LeedsBID) and East Street Arts, Platform has already become a canvas for artists with Nomad Clan's Athena Rising on the side of the building really helping it to stand out and bring something extra to the local community."

As part of its commitment to supporting culture in Leeds, Bruntwood, which has partnerships with Leeds Beckett School of Art and West Yorkshire Playhouse, is creating opportunities for local artists to exhibit their work too. If you are nearby, take a look at the 9 metre high digital screen in the building's reception and Four Words: Technology, its current thought-provoking installation. Bruntwood also supports Light Night Leeds and will be a part of LeedsBID's Christmas in Leeds campaign.

Platform aims to nurture entrepreneurs, tech start-ups, and growing businesses alike. In total, the development has 42 all-inclusive studio spaces for between two and 12 people, and a wing of co-working as well as large

offices and full floors. It also boasts four on-site meeting rooms and conference space for up to 64 delegates.

With floor-to-ceiling glazing, giving natural light in all directions and panoramic views of the city, you might be forgiven for thinking this project was all about shiny, new estates. Yet an emphasis on wellbeing is not just restricted to the environment.

A Community Steering Group, an on-site Community Engagement Manager, and a regular programme of social, networking, and cultural events, alongside wellbeing activities such as mindfulness and yoga, have all been developed to encourage work and innovation.

Wendy Denman, Platform's Community Engagement Manager said:

"We are really keen to ensure that Platform is a vibrant community for those who work here but also becomes a hub for the local area, so many of our social and business events are open to everyone in Leeds. We've recently hosted business breakfasts, a sleep management session, presentation workshop and a whole host of networking. Keep an eye on our Twitter account (@Bruntwood_UK) to find out about upcoming events."

Sound too good to be true?!
www.bruntwood.co.uk/platform



Previous
 Platform top
 floor

Top Right
 Distinctive
 workspaces -
 Platform

Bottom Right
 Platform beating
 heart

TRADE WASTE



Right
Andrew Cooper,
Karen Butler &
Harvey Mills



A new commercial waste and recycling collection service introduced in Leeds city centre aims to help save businesses money while enhancing street aesthetics.

Leeds Business Improvement District, working in partnership with Leeds-based Forge Recycling, is to deliver a new collection service to city centre businesses.

The new service, available from January 1st 2018, comes in response to a LeedsBID survey which showed that 43% of its levy payers wanted to see improvements to their collection contracts. Businesses located in LS1 and LS2 with a £60,000 or over rateable value pay a 1.25 per cent levy into the Business Improvement District which is invested back into the city centre through various projects and initiatives.

The new trade waste service is part of LeedsBID's business priorities to help local businesses reduce costs while also contributing to improving the appearance of the city centre.

LeedsBID Chief Executive Andrew Cooper said:

"The contract demonstrates how businesses can work together to achieve economies of scale. The ambition is to save money, improve recycling and enhance street aesthetics by having a regular and quality waste service."

"BIDs elsewhere in the UK have employed similar schemes and we will be working collaboratively with Forge to ensure a first-class service for all businesses in Leeds."

Forge will be offering a seven day a week service with collections timed to ensure trade sacks and loose waste are not left out overnight. When businesses sign up, they will receive a free waste audit to check how they could save money, and will be able to receive a free collection of waste cardboard each week.

The contract, which is available to businesses who pay a BID levy (mandatory or voluntary), has been designed so that the more businesses who opt into the service, the more money they will all save. It is hoped that local businesses will work together to repeat the success of similar schemes elsewhere in the UK.

LeedsBID will play an ongoing role, monitoring how Forge performs, working together on any service issues and ensuring that prices stay low over the lifetime of the contract.

Forge was founded in Leeds in 2011, and has rapidly grown its list of clients.

Harvey Mills, co-founder of Forge Recycling, said:

"We see this contract as a big opportunity, and are delighted to have the opportunity to work with LeedsBID. Working together, we can offer businesses a more convenient service and help them recycle more. We are proud of our roots in Leeds and passionate about improving the city centre."

Businesses which are interested in the new service can contact Forge Recycling on:

T: 0345 5050 905
E: leedsbid@forgerecycling.co.uk



A look at the recent work of the organisation driving a citywide transformation.

A BUSY TIME FOR LEEEDSBID

It is fair to say it has been a busy time for Leeds Business Improvement District (LeedsBID).

Making a place better is at the core of a Business Improvement District and we are working quickly to implement new ideas, projects and investment, many of which have come directly from businesses - to make Leeds city centre a better place to live, work and play.

Leeds is buzzing and those looking in can see a city that is transforming.

Working with businesses and organisations, without whom our work would not be possible, LeedsBID is looking at bringing direct benefit to the city centre and enhancing the experience of all those who use it. This can range from live music, art and animation to attracting headline events - the likes of the MOBO Awards and ARIAS (Audio and Radio Industry Awards) - and adding new events such as the very first Leeds International Festival (LIF), helping improve that all-important welcome to the city.

2018 will see more of the same with inspiring, exciting initiatives coming to fruition.

The dark nights may still just be here but it's no time for hibernation. Whether you fancy mixing business and leisure with innovative alternative networking opportunities, are keen to sample the city's diverse and delightful culinary offer as part of Eat Leeds Restaurant Week, or want to attend some world class events at The Leeds International Festival 2018. Please read on to find out more about some of our work over recent months as well as a little of what is to come.

We look forward to continuing working with you in transforming this city.

A handwritten signature in black ink that reads "Andrew Cooper". The signature is stylized and includes a horizontal line underneath the name.

Andrew Cooper
Chief Executive
LeedsBID

RECENT PROJECTS

Light Night Leeds 2017 once again illuminated the city centre in spectacular fashion, with buildings, places and spaces brought to life with innovative lighting, activities and events.

LeedsBID worked in partnership with Leeds City Council on Light Night, investing in the event for the third year running, working collaboratively to support and help bring new animation and long-term investment.

Brought to Light Night by LeedsBID were three key installations: the UK premiere of 'Heofon', an immersive light maze, specifically for the UK by Ben Busche, of Brut Deluxe, and manufactured by Ilmex S.A in collaboration with ARRO Lighting, which took centre stage in Granary Wharf; Lampounette, on Briggate, featuring 6 giant (12-foot-tall) standing floor lamps by French artists TILT, shining down on Leeds' most famous shopping street; and a more permanent art installation, the Light Benches in Victoria Gardens which can change colour.

October saw Leeds roll out the red carpet once again with The Radio Academy, in conjunction with LeedsBID, hosting its cross-industry awards - the Audio & Radio Industry Awards

(ARIAS) - at first two-day expo event in the city. Scott Mills, Busted and Andrew "Freddie" Flintoff were among the big names in attendance.

And it didn't stop there with the return of the MOBO Awards to Leeds on 29th November 2017, with a sell-out evening at first direct arena with headline performances from the likes of Cardi B and Stormzy.

The city saw an unprecedented Advent with a series of immersive art and light installations around the city, bringing added sparkle, originality and innovation.

Leeds Winter Moments - Christmas In Leeds brought something special, showcasing local creative talent and helping create an array of special, festive moments; moments of wonder, magic, joy, surprise, escape and beauty for all ages as people were guided around the city centre with attractions, activities and special events.

A hugely ambitious project created and funded by LeedsBID, working in collaboration with key partners including East Street Arts, Leeds City Council, Leeds Arts University, local artists, key retailers and businesses.

The campaign aimed to create special moments for those people who came to Leeds over the festive season - to stay, shop, explore and enjoy the city - and helped enhance Christmas right across the city centre from the main retail hub into the key office sector, with installations in situ from the Merrion Centre and St. Johns to Kirkgate and spanning down Wellington Street.

From the simple beauty of magical draping white lights on the iconic Queens Hotel and Holy Trinity Church, the escape from the hustle and bustle provided by the immersive Christmas with Us in Leeds Station to the welcome return of some firm favourites - the huge ethereal figure SPIRIT flying high in a new location in Victoria Quarter until the end of February.

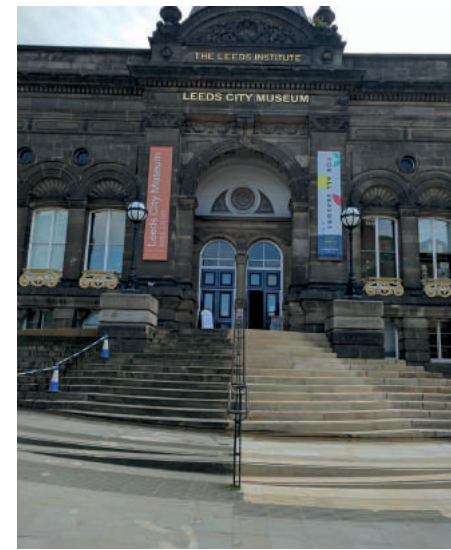
LeedsBID also added some extra sparkle to Bond Court in the run-up to Christmas with a night of animation and illumination in collaboration with Leeds Arts University, La Bottega Milanese and The Blackhouse Grill with a high energy performance from Hyde Park Brass, winter themed light projections produced by students of Leeds Arts University and festive food and drinks.

Top
Heofon immersive
light maze

Bottom Right
Stormzy receiving
a MOBO Award

Bottom Left
Christmas in Leeds
The Queens Hotel





Street Teams

New to Leeds city centre are the Leeds Evening Ambassadors extending the warm and friendly welcome to all those coming into the city for leisure and pleasure after hours.

centre taxi ranks as well as working alongside the licenced trade and supporting other city centre organisations to ensure people can have a great evening out.

Thanks to investment from LeedsBID, Leeds City Council and BACIL (Businesses Against Crime in Leeds), the team of evening ambassadors are out and about in the city centre every Friday and Saturday from 10pm to the early hours plus key bank holidays (including Boxing Day and New Year's Eve).

LeedsBID Street Rangers have been busy deep cleaning key areas within the commercial city centre and business sectors as well as key gateway and high footfall routes, taking in Victoria Gardens, King Edward Street, Kirkgate, Bond Street/Bond Court and Cookridge Street. They have given the city's most prominent street a pre-Christmas clean, spending four weeks jet washing the length of Briggate.

The team can be found on-site at main city

Skills and talent

LeedsBID's key investment into the retention and development of local talent sees it supporting vital training and employment opportunities in the city.

The BID sits on the Steering Group alongside the Chamber of Commerce, Leeds Beckett University, Construction Industry Training Board and The Leeds Hotel & Venues Association which is behind industry-led apprenticeship seminars held in the city.

Following the success of a pilot seminar programme in March 2017, another series of

sessions were held in November to enable businesses to speak directly with parents and young people about apprenticeships, route ways in, skills required and the range of opportunities available.

The seminar sessions covered Engineering, Manufacture, Construction, Hospitality, Retail, Law, Finance, Accountancy, Public Sector and IT, Digital, Media.

LeedsBID continues its support for the Leeds Digital Job Fair - now firmly established as the North's leading recruitment fair for developers,

analysts, digital marketers, designers and data scientists.

Established to serve the need to retain graduate and experienced talent for local digital and tech businesses, the fourth fair is to be held at first direct arena on Wednesday 28th February 2018 at 3.30-7.30pm.

With BID investment for all three previous events, the fair has seen a steady growth in terms of exhibitors and been hugely successful in raising the profile of the local tech sector.

Left
The Evening Ambassadors

Right Top Left
Cleaning steps at Leeds City Museum

Right Top Right
The Street Rangers

Right Bottom
LeedsBID AGM 2017

COMING IN 2018

New look welcometoleeds.co.uk

The new year sees the relaunch of the 'Welcome to Leeds' website, making it even easier to find out what Leeds is really all about. This digital platform showcases all that makes this city unique, celebrating and promoting its world-class places, events, and people.

welcometoleeds.co.uk captures and shares stories that make up the city's DNA, through the use of quality photographs, films, news articles, and narratives, all via the input of talented local creatives.

Joe Lawson, LeedsBID's Digital Marketing Executive, said:

"The refreshed website design lends itself to more content which will aim to enhance audience reach and engagement. The changes to the website will also improve user experience by breaking down Welcome to Leeds into channels that will appeal to user-specific interests."

The website provides an insight into the cultures and lifestyles of Leeds which make it such an incredible city to live, work and play. It is a digital journey of discovery for those who think they know Leeds and those who want to find out more, with a steady stream of new stories waiting to be viewed.

Up-to-date city information is at people's fingertips with the incorporation of a live calendar feed with a comprehensive listing of upcoming events, as well as live travel information available on any day, week or month - all in the one place.

Visit www.welcometoleeds.co.uk and find out how to contribute your own Leeds news and events.

For more information, contact: joe.lawson@leedsbid.co.uk



Welcome to Leeds.

Visit us at welcometoleeds.co.uk

A Big Change

LeedsBID has acted as a catalyst for a campaign hoping to help make lasting change for those people in need on the streets of Leeds. It is bringing people together to take a look at jointly providing relevant help in conjunction with the city's charities and support organisations.

An innovative 'alternative giving' campaign will promote Leeds' own Street Support, an online portal which connects organisations, individuals and charities with people in need. It presents an opportunity for organisations to appeal for donations and the general public to give money, time and help.

Keep an eye out for more information.

LIF 2018

The annual Leeds International Festival returns for its second year in 2018, celebrating new ideas, local creativity and international culture.

Over a two-week period, from Saturday 28 April - Saturday 12 May 2018, the festival, fully funded by LeedsBID, will deliver international talent and world-class events to the city of Leeds while providing a platform to showcase the city's own culture, rich diversity and home-grown talent.

The eclectic programme will consist of world firsts, unique experiences, new music, original performances and seminars and discussions with compelling speakers addressing thought-provoking topics such as human innovation, pioneering technology, music, sport and world events.

The full programme of events will be announced in February 2018 and members of the public can expect exclusive events specifically commissioned and created for the festival, alongside events in partnership with other organisations and official Fringe events.

Visit www.leedsinternationalfestival.com

Left
Welcome to Leeds

Right
Big Change
Advertisement

Right Top & Bottom
Leeds International
Festival 2017

IN OTHER NEWS

Office on the open water

Businesses looking for a unique space to work in the city centre might want to float the idea of renting an office on the open water.

Potentially the only floating office in Leeds city centre, Yorkshire Design Group's office barge (moored in front of 46 The Calls) is currently available to rent.

The 100 year old converted dredger boasts an open plan interior approx. 600sq ft. and has comfort cooling/heating, a kitchenette, and up to 200MB Data connection. Parking is also available by separate arrangement.

"This one-off work space has just become available and never fails to generate lots of interest from those looking for something a little different!" said Paul Ellison, Managing Director of Yorkshire Design Group.

Potential tenants should contact Yorkshire Design Group on 0113 2458182 or amy@ydg.co.uk



Launch of shopping shuttle service

A free shuttle bus service aimed at employees, who want to travel across the city centre during the week, is up and running.

Office workers can hop on the complimentary Victoria Leeds shuttle bus to travel between the Financial and Office Quarter, and Victoria Leeds.

The shuttle bus is in operation Monday – Friday from 11:45am-2:49pm) and runs at 30 minute intervals, with the bus route running from Park Row, Park Place, Whitehall Rd and King Street, dropping passengers off at Eastgate.

Full timetable as follows;

Eastgate	1200	1230	1300	1330	1400	1430	1430
Park Place	1145	1215	1245	1315	1345	1415	1445
King Street	1149	1219	1249	1319	1349	1419	1449
Eastgate	1158	1228	1258	1328	1358	1428	-

Left Top

Office barge interior
46 The Calls

Left Bottom

Office barge
46 The Calls



Social Communications to support LeedsBID

Social Communications is to help increase awareness of the Leeds Business Improvement District's initiatives and services, and increase participation in events and projects across the city centre.

The fast growing and thriving full service agency will be providing particular emphasis on Leeds' thriving professional services sector as well as looking to bolster the city's positioning and performance on a national and international stage.

Launching just under five years ago, Social Communications now has over 25 full time staff, a healthy portfolio of clients such as Bradford Council, Mace, Extra MSA and the National College for High Speed Rail, and a string of awards.

Pete Wrathmell, Group Director at Social Communications, said: "LeedsBID has already delivered some fantastic initiatives which

have all helped raise the city's profile. Using our team's collective years of experience, our job now is to raise awareness of LeedsBID to businesses within this important sector, ensuring that those operating in Professional Services are aware of the support that is available to them.

"Initiatives such as the Leeds Welcome Ambassadors and Street Rangers are fantastic schemes for our city and with new initiatives on the horizon, we look forward to engaging with businesses of all shapes and sizes to ensure everyone benefits."

Andrew Cooper, Chief Executive at LeedsBID, said:

"We're really looking forward to working with Social Communications and ultimately seeing more businesses in the city aware and participating in BID activity."

Right
LeedsBID & Social
Communications

A WELCOME RESOURCE

The Welcome Ambassadors have become a familiar sight on the city-centre streets. With their smart dress and distinctive bowler hats, the team has become an invaluable resource in Leeds.

Since taking to the streets in February 2016, the ambassadors have interacted with more than 265,000 city users. Every hour they engage with an average of 38 people while covering approx. 10-12 miles a day across the whole city-centre BID area.

There are currently 13 Welcome Ambassadors (the largest single ambassador team in the UK) who provide a number of professional services.

On a daily basis, the Welcome Ambassadors act as human signposts with expert city knowledge. Members of the public are free to ask for help, directions or advice on what is going on in the city centre.

As additional eyes and ears on the ground, the team collects consumer information about how the city is being used and reports on maintenance issues such as uneven paving flags, damage to street furniture etc to statutory organisations in the city such as Leeds City Council or the police.

Did you know your business could directly benefit from the Welcome Ambassadors?

The team provides a vital link to levy paying businesses in the BID area (LS1 and some of LS2); this year alone carrying out over 6,000 scheduled business visits.

Ambassadors are out every day, with individual, personal business visits once a month to

provide updates on the activities of LeedsBID and important information about events, strikes, road closures, or even fake bank notes in circulation; anything that could impact or assist with business operations.

Not only that, the team has become a valuable asset by providing a professional and free meet-and-greet service for high-profile visitors. Ambassadors have welcomed important clients and escorted them on foot to offices in the city, leaving a professional lasting impression of Leeds.

Yvonne Kennedy, Welcome Ambassador Site Manager, said:

“Our work is about relationship building. We have worked on the doors of hotels hosting large-scale events to help welcome guests, and directed Olympians at the Leeds Sports Awards at first direct arena. We’ve also escorted the Lord Mayor, fashion celebrities, and bankers visiting from the capital.”

“We delivered this personal concierge service to a Director of Harvey Nichols visiting from London, showcasing the city while walking from the train station to the store, and likewise we assisted Shulmans Solicitors when we spent three days with delegates attending events across the city. Our team speaks Dutch, Mandarin, Chinese, French, Portuguese, and Spanish, which helped to put international visitors at ease.”

Do you have an important client coming to Leeds? Please contact enquiry@leedsbid.co.uk to find out about how the Welcome Ambassadors could assist you and your business needs.



Top Right
The Welcome Ambassadors - Human signposts

Bottom Right
Ambassador team at The Bond Court Illuminations event

Branch is a publication created
in association with the LeedsBID
office working group.

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Print

40 Pages inc. cover

Type:

Balboa
Museo Sans (100,300)

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**Welcome
to Leeds.**

